

# city college news

## Party, games and workshops scheduled for Staff Celebration Day, Oct. 23

By Neil McGillivray

Frank Sorochinsky wants to set up a date with you for a staff celebration on Thursday, Oct. 23.

That day George Brown's president wants you — and virtually all college staff — to forget about e-mail, voice mail, the pile of papers waiting for you on your desk, and any other task. If fact, unless what you do is essential that day, he doesn't want you to work.

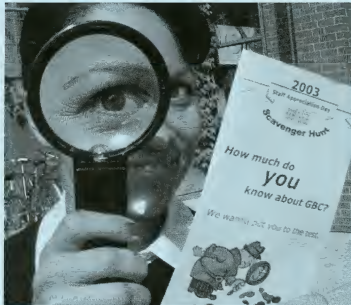
Instead, he wants you to spend the day learning something new, having fun, socializing with your colleagues, maybe taking in a lecture or workshop that makes you think about teaching or the role of our college in a new way.

But why the day off? Sorochinsky has declared Oct. 23 Staff Celebration Day at George Brown to thank staff for all their hard work over the past years.

And what a thank you it will be — a full day of socializing, fantastic refreshments, music, games, as well as lectures by world-renowned experts.

"We've created events and activities that will appeal to all current staff as well as the 400 retired staff who have been invited to attend as well," says Sylvia Rossi of the Human Resources Department, who is co-ordinating the day. "We want people to break out of their daily routines and get to know other staff and the college better."

So on Oct. 23 break your morning routine: forget about



Elisabeth Henriques of the Faculty of Hospitality and Tourism takes a close look at the college to help create the all-campus scavenger hunt on Oct. 23 that is part of Staff Celebration Day. Staff can join a four-person team to search for information. Successful teams can win \$100 per person.

waiting in that coffee line then dashing to your office. The college is creating a special continental breakfast buffet — just for staff — named *Café Georges LeBrun* (get it?) at the new Financial Services building at St. James Campus. So don't rush; spend time chatting with your colleagues or making new friends, sample the delicious baked goods, and sip a coffee, tea or juice.

Just before 10 a.m. in the same building the doors will open for the keynote address of the day — a special lecture by UN envoy Stephen Lewis, who is taking time out from his worldwide campaign on the AIDS crisis in Africa. Lewis will focus his intellect and acumen closer to home and talk about the role George

Brown and our staff can play in the future of our city.

After the lecture, there's a lunch break for some and the start of a feverish three-hour, college-wide scavenger hunt for others. Staff teams will race between campuses (with help from shuttle buses providing inter-campus transportation throughout the day) to track down information that will reveal some new sides of the college. Organizers plan to mix up the composition of the four-person hunt team so staff from different parts of the college, as well as new and veteran staff, are on each team and can get to know each other.

While the scavenger hunters are peering into obscure corners of the college that afternoon, other staff

can tour the college's new SuperBuild buildings at Casa Loma, St. James and Ryerson University or attend a workshop about teaching techniques that take advantage of the latest research on how our brains function.

Then at 3:30 p.m., it's time to give both brain explorers — campus tourists and scavengers — a break at Casa Loma. Campus hosts the Staff Celebration Party. There will be gourmet food, a jazz band and special displays and video presentations. One eagerly expected guest at the party is Anne Sado, George Brown's next president, who will be meeting staff for the first time at the event.

Staff can find out more about Staff Celebration Day and register for the events at [www.gbrownc.on.ca/staffcelebration](http://www.gbrownc.on.ca/staffcelebration).

This special Day is part of Staff Celebration Week, which includes professional development sessions for staff on Tuesday, Oct. 21 and Wednesday, Oct. 22. Staff can choose from 17 sessions on those two days, including a keynote address by Dr. Crystal Kuykendall, as well as workshops about ergonomics, globalization, the pension plan, and creativity, just to name a few. Another highlight is a workshop by president Frank Sorochinsky about George Brown's evolving position.

Go to the Staff Development page of the college Web site for information about Staff Celebration Week events.

# New Hospitality chair brings a delectable selection of work experience

Want to work in the hospitality and tourism industry? All you have to do is learn to juggle.

That is the first thing Cornelia Krikke found out when she got into the industry at the age of 16. And though dealing with many ideas, priorities, tasks, needs and personalities all at once may not be everyone's cup of tea, it turned out to be her passion.

Krikke, the newly appointed chair of the Centre for Hospitality and Tourism Management, grew up in Victoria, B.C. where she attended Camosun College for business and marketing while juggling night shifts at the impressive Empress Hotel, first as a waitress, then a cashier and finally, a night auditor.

"It was a really good way of learning the business from the ground up," she says, recalling how she took her textbooks and yellow highlighter into work to read at the back of the disco hall.

And though she was truck with fatigue during her 8 a.m.



Cornelia Krikke, the first chair of the Centre for Hospitality and Tourism Management, enjoys juggling the many fruits of her labour.

accounting class, she says it would later prove to be the most important course she ever took.

Krikke really began her career at Hotel Vancouver, where she worked in several management roles, learning to juggle the different needs of employees, interests of guests and priorities of the business.

She then made her way down south to work at resorts in the Barbados and Jamaica

for a few years.

"I really liked living overseas. I found it was a really important experience as a Canadian," she says. "It really humbles you to what you have here."

When Krikke returned, she earned an MBA at the Richard Ivey School of Business in London, Ont., where she focused on finance (this is where that accounting class came in handy). She had often observed that those who made all the big decisions in the industry were the ones who knew about the numbers.

"I wanted to be able to talk numbers as strongly as anyone around the table so I could advance my position," she explains. Krikke then put her talk into action and honed her corporate finance skills at TD Bank and in asset management.

Wanting to get back into the academic world, Krikke taught evening classes in entrepreneurship and industry analysis at the University of Guelph while juggling her

daytime job in asset management for three years.

And after doing consulting at KPMG, dealing with risk and reward agreements within the industry, Krikke returned to campus life in August to be the first chair of the Centre for Hospitality and Tourism Management.

So far, she has enjoyed juggling the needs and priorities of students, faculty and industry, the wide variety of work she is involved in and the diversity of the George Brown community.

"This group of people is really very flavourful. They're all different but enjoyable and entertaining," she says.

Though her passion for the hospitality industry has become her life's work, she also makes time to sail, sculpt, cook, entertain at home and have fun, especially at work.

"I hope we can laugh a lot here (at George Brown)," she says, "because if you don't laugh, it's a long day."

## New Virtual Academic Library puts the home in homework



Sheila Latham (left) and Halina Sultani are the newest members of the Educational Resources Department. Together, they hope to get more students and staff into the library and on the centre's Web site to use the research materials.

Students now have one less excuse to use when a research paper has been left undone.

With the Virtual Academic Library (VAL), every student

enrolled in a full-time program or in Continuing Education can access research materials, databases and get assistance from librarians at any computer with Internet access off campus.

All they have to do is log onto <http://erweb.gbrownc.on.ca>, choose the Learning Resource Centre link and click on the Ask VAL Live icon to start researching from the comfort of their own homes between the hours of 10 a.m. and 7 p.m. on Monday to Thursday and 10 a.m. to 5 p.m. on Friday.

VAL, a project involving George Brown, Seneca, Mohawk and Algonquin Colleges, is a chat-based service, similar to MSN

Messenger, that puts students (and faculty) in touch with a live librarian ready to answer questions online and in real-time, says Halina Sultani, Web/Virtual Services Librarian at St. James campus.

"Students love it," she says. "They try it because they are curious and they say it is a 'great service.'"

Sultani, who recently joined the Educational Resources Department, often plays the role of the "virtual librarian," answering questions that are sent to her and guiding students through databases, online resources and other research materials.

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# Giving small change to the United Way makes big changes in the community



Colin Simpson, Lorie Shekter-Wolfson, United Way committee co-chairs, and Yen Kha, United Way facilitator, hold up campaign t-shirts displaying the need for help in reaching the \$80,000 goal.

It's cliché but it's true: a little goes a long way.

With the annual United Way drive in full swing, the campaign committee is reminding George Brown faculty, staff and students of this little saying whenever they drop some change into a vending machine for a bag of chips or stand in line at Tim Horton's for a coffee.

Take that dollar off every paycheque for one year and you could pay a monthly telephone bill for a homeless shelter. Donate \$7.70 every other week and you could buy 21 low-income school children a nutritious morning snack for a year.

With donations raised through campaigns in workplaces and schools, the United Way is able to fund more than 100 social agencies that provide assistance to people of all ages.

This year, the goal for George Brown has been set at \$80,000 but more importantly, the committee would like to get at least 200 donors on board.

"We want to get as much participation as we can," says

Colin Simpson, Dean of the Centre for Continuous Learning and co-chair of the United Way committee. "Individual contributions are really the heart and soul of our campaign."

Though the fundraising drive, which began two weeks ago, ends in mid-December, the committee is hoping to get pledge cards from staff and faculty by the end of October. There are several ways to make donations, small and large, by setting up payroll deductions, using a credit card or cheque or giving cash at United Way events, says Lorie Shekter-Wolfson, Dean of Faculty of Community Services and Health Sciences and co-chair of the committee.

The campaign, which has been running at George Brown for more than 15 years, has become an important part of our role in the heart of an urban centre.

"We have a reputation as being Toronto's city college and we're in partnerships with so many organizations," says Simpson. "This city needs our help...it is part of our mandate."

The college is also tied to the community in other ways as current students and alumni work in the social agencies funded by the United Way, says Shekter-Wolfson. And those organizations help many George Brown students, faculty and staff with services like grief counselling, family support and immigration assistance.

As our role in the city has grown more important, our contribution to the United Way has grown too. Three years ago, George Brown donated only half of this year's goal.

"The structure of your campaign has really taken form," says Anita McMaster of the United Way of Greater Toronto. "Wonderful volunteers come out year after year and new volunteers step up to be part of the campaign."

So far, \$42,133.74 has been raised but there are still many events to attend and pledge cards to fill out in order to get the mercury in the United Way thermometer up to our goal.

To carry on the tradition of campaigning for a good cause and to put the "fun" into fundraising, events like raffles, a used book and DVD sale, Toonie Lunches, a talent search and Bingo nights will be hosted by different divisions, centres and student groups at the college.

The committee encourages everyone at George Brown to dig into their pockets to donate, get out to events and stay informed about the campaign's progress. For more information about the drive, events and a weekly total of funds raised, go to <http://132.132.3.1/default.htm>.

## The Toby Isaacs Scholarships go to...



Toby Isaacs (centre front) is surrounded by second-year Gerontology students (from left) Shanlee McEwan, Kenny Munoz and Xin Wang, after presenting them with \$500 scholarships in September. The awards, named after Isaacs for her involvement with George Brown's Seniors' Association, recognize excellence in activation co-ordination.

## Computers infected by virus nearly all cured

If your computer and telephone have been acting funny over the past few weeks, you can breathe a sigh of relief that you are not the problem.

A computer worm released on the Internet last month is the culprit of slow network response times and intermittent phone service but the worst is over.

"We feel we have (the virus) contained," says Andrew Riem, Manager of ITS Technical Services.

The worm — a type of virus characterized by its ability to "squirm" its way through a system — was responsible for the sluggish pace of network programs, including the Internet and interruptions in telephone service, which also operates on the net.

Many viruses need a user to open an e-mail or download a document in order to be activated but this worm was written so that it could get

into a system on its own, Riem explains.

"It was nobody's fault," he says. "It exploited a vulnerability in the Microsoft Windows operating system."

IT workers spent weeks updating scanning programs, isolating the virus, and eliminating it from the system computer-by-computer, which often took an hour for each terminal, Riem says. Many IT staffers worked 16-hour days on both the computer and telephone systems to clear the virus that took some large corporations offline, he adds.

Though 95 per cent of the worm has been eliminated from the college's system, technicians are still running scans and looking out for problematic machines within the college to reduce further threats.

"These are some of the challenges that come with the opportunities the Internet offers the college," Riem says.

## Virtual Academic Library (continued from page 2)

Also new to the Educational Resources Department is Sheila Latham, Development/ Liaison Librarian, who hopes to get more students into the centre.

"Studies have shown that students who use libraries get better grades and...make more effective employees than those who do not," says Latham. She has been making presentations on the library facilities to faculty in hopes that the message will make its way to the classroom.

Latham is also responsible for assessing, developing and improving the collection of research and resource materials to suit programs offered at the college.

"I look for gaps and weaknesses and find the

appropriate materials to fill those gaps and weaknesses," she says. "There is a tremendous amount of expertise at George Brown College and I plan to draw on that expertise."

John Hardy, Director of Educational Resources, says these two highly trained professionals will help to ensure that research materials and virtual library services are user-friendly and that partnerships with other libraries will offer George Brown students a wider range of resources.

For more information on George Brown's library and VAL, go to <http://erweb.gbrown.on.ca>.

## upcoming events

### Italian Culinary School,

#### La Scuola Internazionale de Cucina Italiana

October 7, 2003 (8:30 to 10 a.m.)

George Brown Chef School is pleased to welcome ALMA La Scuola Internazionale de Cucina Italiana, (a new Italian Culinary school in Parma, Italy) to our campus. The visit will be a celebration of the exclusive agreement that has been struck between the schools.

### Ontario College Information Fair

October 20, 2003 (10-2 & 5-9 p.m.)

As secondary school students descend upon the Toronto Metro Convention Centre to consider their next big step in education, representatives from George Brown College will be there to answer their questions and pique their interest in the City College.

### GBC @ Chicago

October 21 to October 24, 2003

Business and Creative Arts students hit the road for a three-day trip to Chicago.

### The 3rd Annual Ready, Set, Cook & Win

October 22, 2003 (all-day)

High school students will be given the chance to test out their culinary talents using the facilities in the George Brown Kitchen for media and industry panels to judge.

### Marketing Madness:

#### How pharmaceutical companies shape the way we think

October 22, 2003 (8:30 a.m. to 2:15 p.m.)

Redirection Through Education and Training Services at George Brown present an educational forum to mark World Mental Health Day with keynote speaker Dr. David Healy. Contact Carolyn Grayson at ext. 4791 for information about registration.

### Staff Celebration Day

October 23, 2003 (all-day)

Come out and enjoy a day planned just for you! Events include a scavenger hunt, a workshop on the brain, a talk by Stephen Lewis and an all-out party for staff to mingle and celebrate.

### "Sweet Matrimony" @ the Chef School

October 29, 2003 (all-day)

George Brown's Chef School presents a one-day professional development course for students and industry on pairing desserts and wine.

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